

WHAT IS CLAIMED IS:

1. A method for customizing a subscription plan, the method comprising the steps of:

5 receiving a plurality of programs from a plurality of channels;
monitoring each of said plurality of programs watched by a user to generate a user profile indicative of a frequency of a particular program being watched by said user;
recommending a plurality of subscription plans based on said user profile; and,
selecting at least one program provided in said user profile for future subscription.

10 2. The method of claim 1, wherein said step of selecting channels is performed interactively in response to said user's input.

15 3. The method of claim 1, further comprising the steps of storing said selected program in a storage medium for subsequent replay, and charging said user only for the subsequently viewed program.

20 4. The method of claim 1, further comprising the step of displaying said selected program for viewing.

5. The method of claim 1, further comprising the step of updating the content of said user profile to reflect said user's changing preference.

6. The method of claim 1, wherein the step of monitoring each of said plurality of programs watched by said user further comprises the step of classifying the content of said plurality of programs according to predetermined criteria.

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7. The method of claim 6, wherein said classification of each of said plurality of programs watched is performed according to an electronic program guide (EPG).

8. The method of claim 1, wherein said step of the selection of programs is performed interactively in response to said user's input.

9. A method for customizing a subscription plan for a viewer, the method comprising the steps of:

generating at least one user profile indicating said viewer's preference for a particular program;

comparing said user profile with incoming programs from a plurality of channels to determine a match;

if there is match, recommending said matched programs to said viewer for future subscription; and,

selecting at least one matched program for viewing at a particular time.

10. The method of claim 9, further comprising the step of storing said selected program in a storage medium for subsequent replay.

11. The method of claim 10, wherein said step of the selection of programs is performed interactively in response to said user's input.

12. The method of claim 9, further comprising the step of displaying said selected program for viewing.

13. The method of claim 9, further comprising the step of updating the content of said at least one user profile to reflect said viewer's changing preference.

14. A system for customizing a subscription plan, comprising:
means for receiving a plurality of programs from a plurality of channels;
means for detecting each of said plurality of programs watched by a user to generate a user profile, said user profile indicative of said user's preference for a particular program;
means for recommending a plurality of subscription plans based on said user profile;
and,
means for selecting at least one program provided in said user profile for future subscription.

15. The system of claim 14, further comprising means for selecting at least one channel provided in said user profile for future subscription.

5 16. The system of claim 14, further comprising an input means for performing the selection of channels interactively by said user.

17. The system of claim 14, further comprising means for storing said selected program for subsequent retrieval.

10 18. The system of claim 14, further comprising means for displaying said selected program for viewing.

15 19. The system of claim 14, further comprising means for updating the content of said user profile to reflect said user's changing preference.

20 20. The system of claim 14, wherein the content of said user profile is classified according to predetermined criteria.